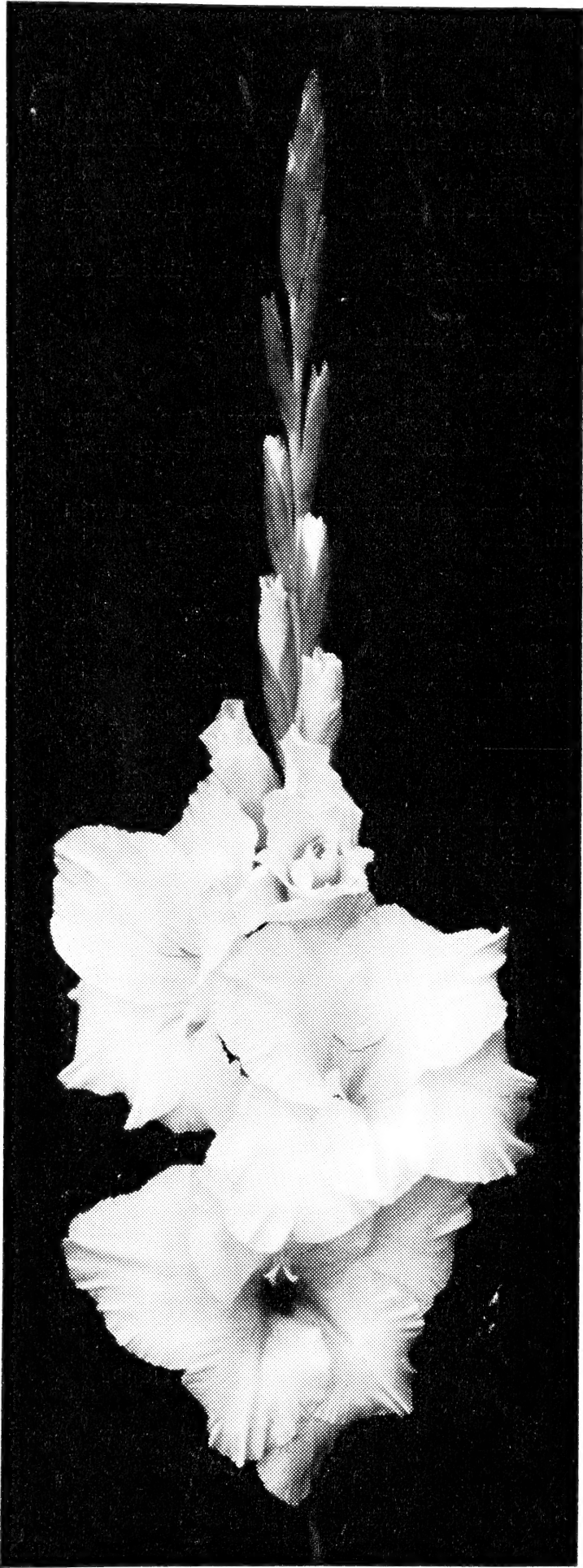


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RECEIVED
JUN 15 1945
U. S. DEPARTMENT OF AGRICULTURE



1945
RELIANCE
GARDENS

The Original Home of
BADGER BEAUTY
MISS WISCONSIN
CRITERION
EXEMPLAR
LLONA



Exclusive

WALTER C. KRUEGER
657 E. WASHINGTON STREET
OCONOMOWOC - WISCONSIN

Dear Glad Friend:

It is a pleasure to send you my 1945 list of gladiolus, which again features the Krueger varieties, and which is supported by larger stocks of other fine gladiolus.

It is a privilege to thank my 1944 customers for the number and volume of sales, which again increased my business total, and thereby made possible a more complete listing.

While a few novelties and show glads are listed the emphasis is placed on glads with cut-flower possibilities.

Wholesale prices are quoted to those who are entitled to the same.

BUSINESS TERMS

Minimum order \$2.00. Retail orders prepaid. Cash before delivery. Over count on all orders. 10% cash discount on all orders paid for in full prior to December 15, 1944.

I aim to send out only healthy bulbs true to name, but no guarantee of growth or satisfaction is implied in the sale, nor will I be responsible for the crop.

No bulblet orders accepted after May 1, 1945 for spring shipment.

Flowers and bulbs inspected by the State Department of Agriculture.

Signed,

WALTER C. KRUEGER

Comments

Now that the bloom season is on the wane, and the show season completed, a few random remarks may be of interest to the reader.

The greatest satisfaction of the past trying, hot and arid season was the performance of the varieties that can make saleable flowerheads in tough going. These stalwarts are Variation, (one of the greatest florists glads of all time), Pink Radiance, Badger Beauty, Criterion, Annamae, Llona, Miss Wisconsin, Exemplar, Leading Lady, Corona, Pink Paragon, Lady Jane, and Ethel Cave Cole.

The biggest joy of the past season was the continued excellent performance of Seedling No. 681-13, of which the gladiolus world will hear in the due course of time.

Apparently my best purchase of the 1944 introductions was Connecticut Yankee. It promises much.

An analysis of the color groups reveals some future greats for the exhibitors and cut flower producers. In creamy tones Lady Jane, Winston, and White Gold set the pace. In creamy white Leading Lady and Llona are in a class by themselves in their respective size groups. The whiter Fair Angel shows much promise. From the cut flower point of view Oregon Gold (Pale yellow) and the deep toned Van Gold set the pace. Corona and Greta Garbo are excellent. Diane and Lantana, the former in spite of its late season, and the latter in spite of its short plants are excellent orange colored glads.

Red Charm (Butt) in crimson red and the smaller flowered fiery Stoplight give the red class consistent performance. Don't overlook Intruder. It is a comer. Personal opinion will determine the preference between Purple Supreme, Vulcan and Parnassus. Though Miss Wisconsin and Rose O' Day fall in the same color class, Miss Wisconsin is much the darker rose and is in a class by itself in florists demand. Badger Beauty from reports does well in the south. It is on the way. Elizabeth the Queen makes thrilling show spikes. Hoosier Lady is worthy of consideration. King Bee attracts attention and many friends. Glamis and Marguerite are good.

The pink class offers many superb cut flower varieties: Pink Radiance Criterion, Ethel Cave Cole, and Variation are proven varieties. Pink Paragon and Lady Boo ask for consideration deservedly.

The two 1945 introductions of Reliance Gardens serve definite purposes. Dream Girl will thrill the admirer of beautiful colors, a real masterpiece of harmony in light rose. Exclusive, the big Solveig seedling will please the size fan.

1945 KRUEGER INTRODUCTIONS

DREAM GIRL (Krueger '45) formerly seedling No. 455-10.

A light rose pink for the exhibitor and fancier.

Championship class radiated from the first bloom of Dream Girl in 1938, and it has continued the production of exhibition spikes ever since. The only two spikes placed in competition each won a seedling (one spike) championship, Illinois, and Wisconsin, 1944.

Dream Girl is of a beautiful light rose color with a harmonizing small rose blotch of deeper hue. It produces 25" or better flowerheads which carry 6 to 8 open florets of 5" size.

Dream Girl, derived from Solveig and Bob White, blooms in mid-late season. Its plants are tall and vigorous. It produces bulblets sparingly, but they germinate satisfactorily.

The cut is made from a photo of a medium bulb spike.

Price \$5.00 for each small bulb. No other size, nor bulblets will be sold this year.

EXCLUSIVE (Krueger '45) formerly seedling No. 452-11.

Perhaps the biggest news in the mid-west is the announcement of the introduction of the creamy white blotched rose Solveig seedling, displayed non-competitively at Lake Geneva and La Porte in '42; Garfield Park, Momence and Milwaukee in '44, and competitively at the Midwest show in 1943 where it won the single spike seedling championship.

Pressure of growers and fans, coupled with its excellent performance during the past hot and dry season, and its enthusiastic acceptance by florists for exclusive work, were the factors that contributed to the decision to introduce Exclusive to the glad world.

Exclusive grows to better than average height. It is healthy of bulb and plant and propagates rapidly. Medium and large bulb specimens produce spikes of 60 inch height. The flowerheads attain a length of 24 inches and open 4 to 5 six inch ruffled creamy white florets that open as flat as is possible. Exclusive blooms in mid-season. Due to the bulk of its color area and size it should easily be a winner on the show table. It should be cut with one or two open florets.

The huge florets of Exclusive strain their attachment, hence it cannot be recommended as a glad for distant shippers. It produces 5% crooked spikes and another 5% of the spikes misplace florets.

Price each—L - \$4.00; Med. - \$3.00; Sm. - \$2.00.

Bulblets, one for 40c; ten for \$3.00

1945 GRAFF INTRODUCTIONS

RED RASCAL (Graff '45).

This ruffled red seedling performed so satisfactorily in my garden that I requested permission to share in its introduction. It produced such splendid flowerheads in the adverse growing conditions of the past summer, and opened so well in water that it holds real promise of greatness. Red Rascal blooms in mid-season on plants of 55" height with flowerheads of 26" length which carry 19 buds, of which 7 large, heavy substandard florets of 5½" diameter open at one time. The color is a medium red (Red 3-4). Those who remember Kunderd's Thos. A. Edison can easily visualize Red Rascal.

Price—\$5.00 for each L., Med., or Small bulb.

Bulblets only sold to bulb purchasers at 10 for \$5.00.

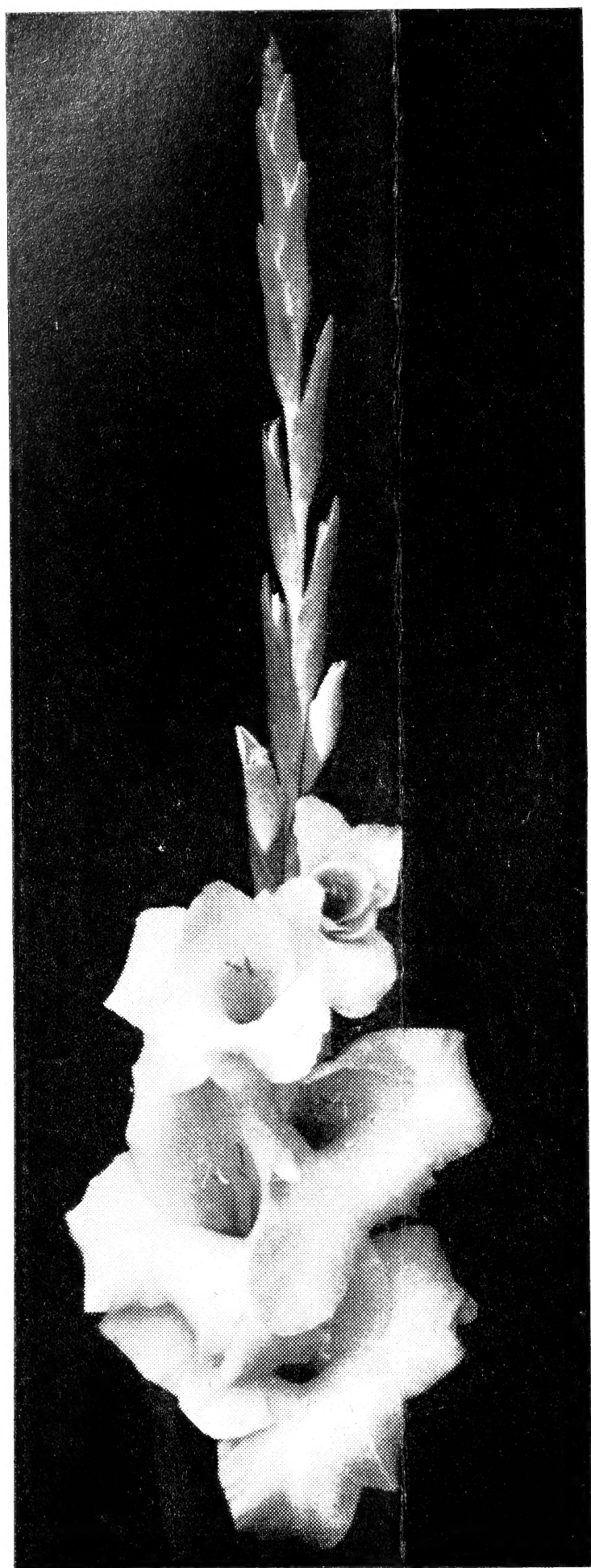
1944 GRAFF INTRODUCTIONS

SUMMER GAL

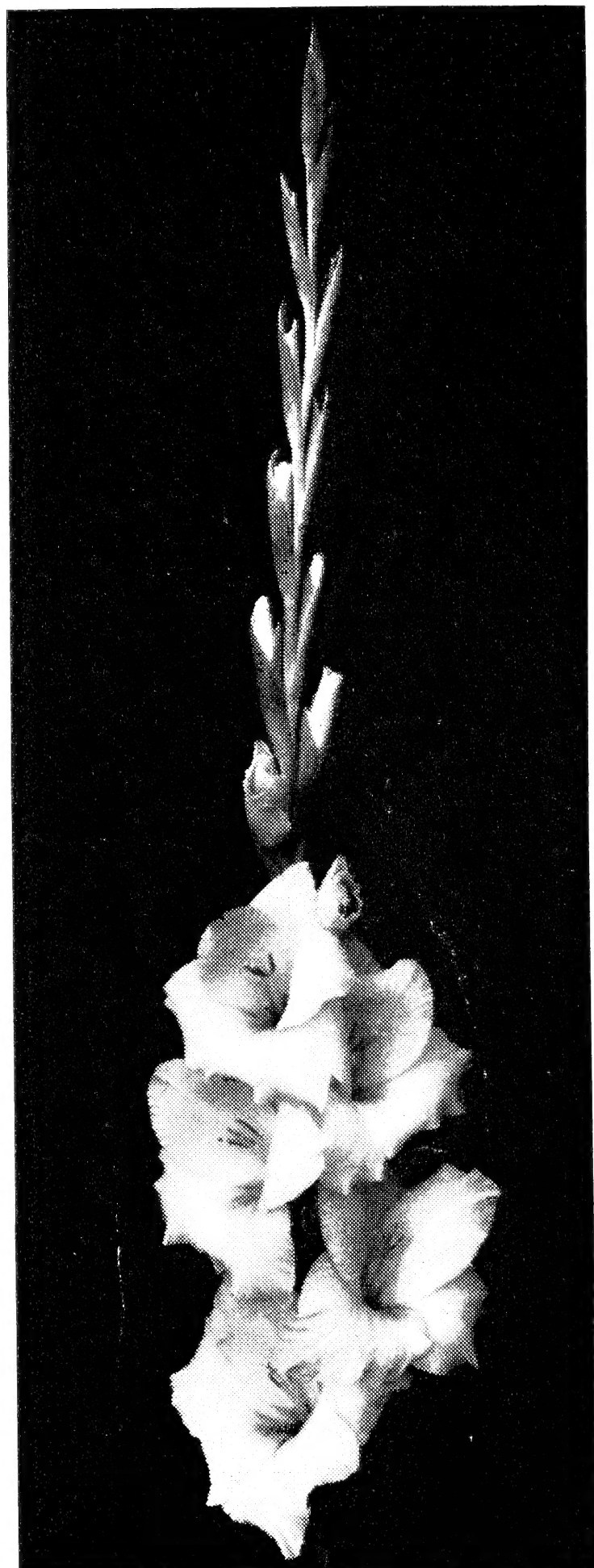
One of the prospects that must be considered as a successor to Picardy is this mid-season geranium pink of good height, large size florets, and excellent habits.

Price each—L. - \$7.50; Med. - \$6.00; Sm. - \$5.00.

Bulblets—one 75c; ten for \$6.00.



Badger Beauty



Dream Girl

1944 KRUEGER INTRODUCTIONS

BONNY JEANNE (Krueger '44) 401 I. R.

A great novelty in extremely ruffled creamy white, with a rose spear on a pale yellow throat, with a glow of pink on the reverse side of the throat petal, which causes the floret to look like a lively opal. Bonny Jeanne blooms from low plants in mid-season. Its spikes open 4 to 5 florets at one time on flowerheads of about 18" length. Small bulbs have but few buds to the spike. It is healthy and reliable. The heavy substantanced florets strain their attachment. It is a rapid propagator. Bonny Jeanne is not a commercial variety.

Bulbs ea. L. \$2.50; Med. \$2.00; Sm. \$1.50; Bblts. ea. 25c; 10, \$2.00; 100, \$16.00

EXEMPLAR (Krueger '44) 322 F. R.

The tall vigorous plants of Exemplar with their blue green foliage attract attention even before it produces, in late season, its beautiful intensely ruffled salmon pink florets with cream throats. It opens 7 to 9 florets of 4" size at one time on a 24" flowerhead of 20 buds. Exemplar is a prolific propagator and is healthy. It gives promise of serving local cut flower markets for the exclusive trade. It is free of crooks.

Bulbs ea. L. \$2.50; Med. \$2.00; Sm. \$1.50; Bblts. ea. 25c; 10, \$2.00; 100, \$16.00

GENERAL LIST

Ten bulbs at 8 times the single price; 100 at 8 times the ten price.

Do not order in sizes not listed. Order no less than 10c of any item.

PRICES ON THE INSIDE BACK COVER

Additional note: The continuation of the first line following the name of the variety gives in order the following information: originator, year of introduction, size and color code number, type of floret arrangement (either Formal or Informal) and floret character (Plain or Ruffled).

The size code follows the plan adopted at Pittsburgh, the color code digits (second and third) have the usual significance.

Minatures, 100 series under 2½ inches; Small, 200 series 2¼ to 3½.

Medium, 300 series 3¼ to 4¼; Large, 400 series 4¼ to 5½.

Giant, 500 series 5½ and over.

BADGER BEAUTY (Krueger '41) 366 I. P.

A beautiful lavender with a creamy white throat of average height that makes up artistically in a vase or floral piece. The flowerheads are about 20" in length and carry 17 buds, of which 5 open in the field. This promising mid-season cut flower variety ships and propagates satisfactorily. It does not fleck or crook. It is a winner at the shows in its size class. Champion Informal spike Wis. '42. Best recent introduction Boston Pre-show '43. Best 3 spikes N. Y., 1944.

BURMA (Palmer '43) 462 F. R.

A deep rose red with a lighter throat that opens 7 to 9 heavily ruffled florets on a tall bud spike. The fact that it blooms in mid-season adds to its value as an exhibition variety.

CHERRY JAM (Zimmer '43) 543 I. P.

Cherry Jam is appropriately named since its deep salmon color varying in intensity, with its cherry blotch gives the impression of its name source. It opens 6 to 8 florets of large size on long flowerheads. The plant is husky and of average height. Three spike Champion Waterloo '43.

CONNECTICUT YANKEE (Schenetsky '44) 441 441 F. P.

The consistent record of this variety as a seeding shown in the east from 1941 through 1943, coupled with the fact that the entire stock was purchased by a commercial grower should serve as a tip as to the quality of this variety for exhibition and cut flower purposes. It is a beautiful light pink with a red throat blotch that bloomed well here in Wisconsin. One of the very best 1944 introductions.

PRICES ON THE INSIDE BACK COVER

CORONA (Palmer '40) 407 F. P.

This creamy white variety with a rose pink halo (in some soils a greater infusion of rose results) is an outstanding variety. It opens 6 to 8 large florets at one time. It is equally promising as an exhibition and cut flower variety. It has an excellent show record.

CRINKLE CREAM (Ellis '40) 410 F. R.

Crinkle Cream is really a light yellow in color. Its ruffling and large size of floret makes it a distinct addition to the yellow color group. It opens 4 blooms on average spikes. It blooms in mid-season. It propagates satisfactorily and is healthy of bulb and plant.

CRITERION (Krueger '42) 440 F. P.

This rugged, delicate light pink, when opened from a tight bud cut, is both a criterion of beauty and performance. Criterion produces 24" flowerheads on which 6 to 8 five inch florets open at one time from its total of 24 buds. It does better than its competitors in unfavorable conditions. It blooms a few days later than mid-season. It does not crook. Criterion is a good propagator and a promising cut flower variety. It started its career with the American Home Achievement Award.

DIANE (Krueger '39) 422 F. P.

A very consistent orange colored variety with its cream throat and a very dependable performer in every respect except in a few areas where the length of its flowerhead is not satisfactory. Diane is a very late blooming variety that is extremely free from disease. It does not crook. It increases satisfactorily from its small sized bulblets. The repeat orders from cut flower producers and its winning record reveal Diane to be a good gladiolus.

ELIZABETH THE QUEEN (White '41) 467 F. R.

A ruffled lavender which under exhibition culture produces some marvelous spikes. The small throat marks do not detract too much from the beauty of the variety. It opens 7 to 8 florets at one time. It blooms in mid-season from plants of average height. It does its share of winning at the shows.

ETHEL CAVE COLE (Cave '41) 440 F. P.

This rugged, rapid reproducing light pink offers its bloom in early season. The color, as with many varieties that can be cut in bud and opened indoors, is much better than if left to bloom in the field. Small stock blooms readily. It is a good cut flower variety.

FAIR ANGEL (Hatch '42) 500 I. R.

This glad should make up, on the basis of its quality, the handicap of being introduced in the face of widely publicized whites and creams. It opens 6 to 7 six inch creamy white blooms in early mid-season. Its ability to win prizes has already been demonstrated in the east. It looks promising as a cut flower variety.

GLAMIS (Palmer '40) 430 F. R.

A clear salmon, with a cream throat that is both fluted and slightly ruffled as to floret character. It opens five large florets at one time from plants of average height in mid-season. It is a beautiful variety that is in good demand.

GRETA GARBO (Pfitzer '37) 440 F. P.

This sterling variety classed as a light pink is more peaches and cream in color than pink. It has good cut flower habits. It opens 6 to 8 large florets at one time. It wins at the shows.

HOOSIER LADY (Zimmer '43) 366 I. R.

This variety is described as lavender by many persons. For my evaluation I consider it more of a rose than lavender. The round florets with their creamy white centers make very fine floral pieces, notwithstanding its average height. This looks very promising for commercial use. It is mid-early in blooming season.

INTRUDER (Graff '44) 550 F. P.

The virtues of Bach and Picardy seem combined in this sterling red that opens up to 8 giant florets at one time. It blooms in early season, and well in hot weather. It is a winning glad on the show table. Intruder is a must have for the exhibitor.

PRICES ON THE INSIDE BACK COVER

KING BEE (Krueger '41) 450 F. P.

A combination of salmon scarlet with flecks that is a real attention getter. In spite of the difficulty of classifying its color, King Bee wins at the shows. It blooms in mid-season and opens 7 to 9 florets on a 17 bud spike of about 22" length. It is a healthy variety and a fast propagator. It presents a few crooks.

LADY BOO (Graff '44) 440 F. P.

The people who admired the clean color of Coryphee will welcome the introduction of Lady Boo for the pink color is almost the same. It is a self color that has charm. It is of medium size, and has much charm. Its habits are good. Stock is very short this year.

LADY JANE (Lake '41) 406 F. P.

An outstanding introduction in cream color for which it cannot be claimed that it is either the earliest or the largest, but it does deserve first rank in usability and dependability. It opens 6 to 8 large size florets at one time in early season. Its habits are good. It increases well. It is a coming cut-flower cream.

LANTANA (Palmer '43) 420 I. P.

The very earliness of its blooming season, its very rapid propagation, and its clean orange color with a light yellow throat, make Lantana a cut flower prospect. It grows to average height and opens 5 to 7 florets at one time. Its extreme earliness will make a show record more elusive.

LEADING LADY (Johnston '42) 500 F. P.

One of the best introductions of all time is this sport of Picardy in creamy white color with its pale cream throat marking. It is a necessary variety for every grower and cataloger. Its habits, size, substance, and opening qualities are identical to that of Picardy. It is a big winner at the shows.

LLONA (Krueger '43) 400 F. R.

Class and style radiate from a single spike or a finished floral piece from this medium sized ruffled creamy white of great bloom bulk. The plants are of average height and produce spikes of 19 buds of which 8 open at one time. This mid-season variety with its prolific increase and heavy growth from bulblets is a promising cut flower variety. It does not crook. The only spike placed in competition won first in its class. 2nd day Champion Mid-west '43.

MARIMBA (Palmer '42) 416 F. P.

A giant of plant with its large flowers of buff color is a very worth while addition to the buff color class.

MARGARET BEATON (Towmey '37) 401 F. P.

This blotched white is too well known to require description.

MARGUERITE (Pommert '39) 442 I. R.

A large flowered salmon with a cream throat that produces a long flowerhead from medium height plants. It is a ribbon getter.

MASTER MYRON (Krueger '40) 450 I. P.

A variety which has won many friends, and which has disappointed some. It is a giant flowered scarlet red self, that does best if not over watered and overfed. It blooms in mid-season. Master Myron is a regular winner at the shows.

MISS WISCONSIN (Krueger '43) 460 F. P.

Florists are eager to secure blooms of this mid-season rose colored glad that is both rugged and tall. Miss Wisconsin occupies a range in the rose classification without any rivals. It is many shades darker than Rose o' Day. Its spikes, free of crooks, produce 18 buds of which 6 to 8 open at one time. It will win its share of ribbons. It is an outstanding variety of average propagational habits.

OREGON GOLD (Majeski '41) 410 I. P.

A worthy yellow because of its floret size, fluorescence and ability to produce under adverse conditions. It is a light yellow with a darker yellow throat that adds life to the flower. It blooms in late-season. It is healthy and its other habits are good.

PRICES ON THE INSIDE BACK COVER

PARNASSUS (Ristow '42) 470 I. P.

One of the larger flowered purples of recent introduction, with its lively purple color appeals to many persons. It grows to average height and opens 6 florets at one time. It is a prolific propagator.

PINK PARAGON (Casebeer '43) 440 F. P.

Pink Paragon presents a beautifully formed tapered spike that carries 6 to 8 open florets at one time. The color is salmon with a cream throat. It is a reliable performer. It looks good for both exhibition and holds promise as a commercial variety which further testing may prove.

PINK RADIANCE (Quackenbush '41) 440 F. P.

Why so few people have not discovered the merits of this fine variety in the mid-west is not known. It is a great pink.

PURPLE SUPREME (Wilson '42) 470 F. P.

A tall purple that because of a varying intensity of its purple color at the petal edges seems to have a lighter purple halo. It has attracted attention as a possible cut flower variety.

RED CHARM (Butt '39) 452 F. P.

Red Charm in crimson red is an outstanding introduction both for the exhibitor and the cut flower producer because of its excellent habit and consistent performance. It blooms in mid-season. There is a good reason why sellers were not anxious to over-sell the stocks of Red Charm.

ROSE O' DAY (Fischer '44) 566 F. P.

Lavender rose best describes the color of this new introduction. A color midway between that of Ballad and Miss Wisconsin. The color is a desirable one from the florists point of view.

SHOW QUEEN (Krueger '43) 530 F. P.

This salmon colored large flowered variety will open 6 to 10 large florets on a model spike of 20 buds and 24" length. It will earn its name as stock attains a wider dissemination. It is not a commercial prospect because of a percentage of crooked spikes. It is a late variety that is very prolific.

SILVER SWORD (Hatch '43) 500 F. P.

This is an extremely early variety of excellent habit that has not as yet attained the size of floret attained in the east. It may do so however.

STOPLIGHT (Lins '42) 350 I. P.

A brilliant red that because of its consistent performance and excellent heat resistance looks to have a brilliant future in any climate for local flower sales. It is a fine companion to Red Charm. It grows tall and produces a stretchy spike. It blooms in mid-season.

VAN GOLD (Van Voorhis '40) 412 I. P.

The distinction of being the deepest yellow caused a demand on stocks that moved the price of this extra early variety upward. A very fine variety.

VARIATION (Krueger '41) 340 F. P.

Cut flower producers with local outlets should secure this light pink of medium size that blooms in early season. Variation opens 6 to 10 florets on tall spikes. It propagates rapidly and is free of crooks. It is an unusually healthy variety, although its bulbs look rough because of its thin husk. Stock will not recover from last year's sell-out for some time.

VULCAN (Stevens '42) 470 F. P.

Opinions on color vary so that individual preferences are almost meaningless. Yet Vulcan must be included as a contender for the most beautiful purple. It opens 6 large florets on good spikes. It propagates satisfactorily. A fine variety.

WHITE GOLD (Scheer '41) 506 I. P.

Because of its show record this giant lemon cream has received the attention of the cut flower growers. It is superb for large basket work. It is early in season and grows very tall. It is a rapid propagator. It is an excellent variety.

WINSTON (Palmer '41) 406 I. R.

You will hear more about this beautiful cream with its light yellow throat marking as it becomes more widely grown. Its waxy florets add a note of class to this fine variety. It blooms in early mid-season. It propagates satisfactorily.

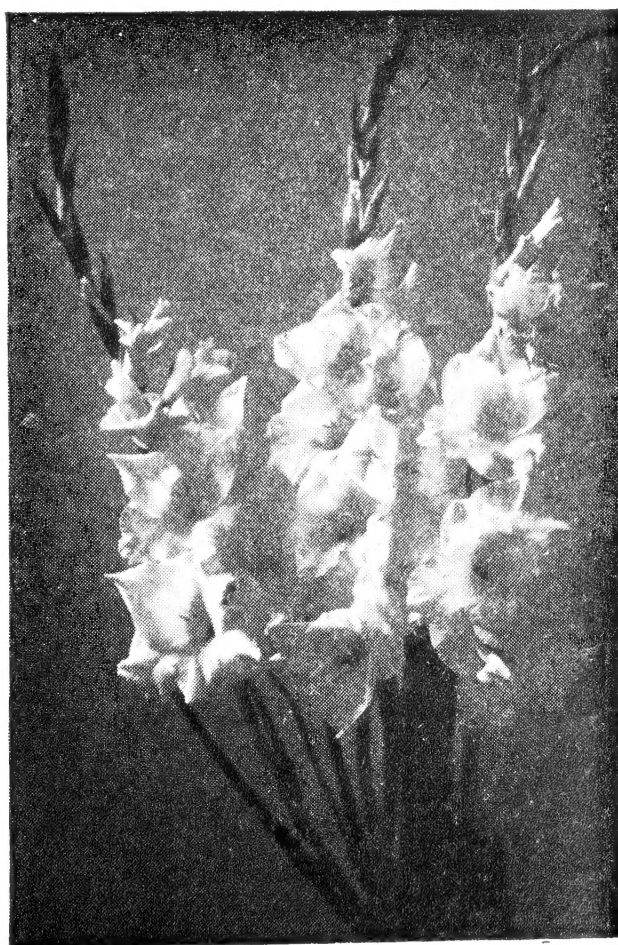
PRICES ON THE INSIDE BACK COVER

Amateurs with a surplus of bulblets in certain varieties may find it profitable to let the fact be known.

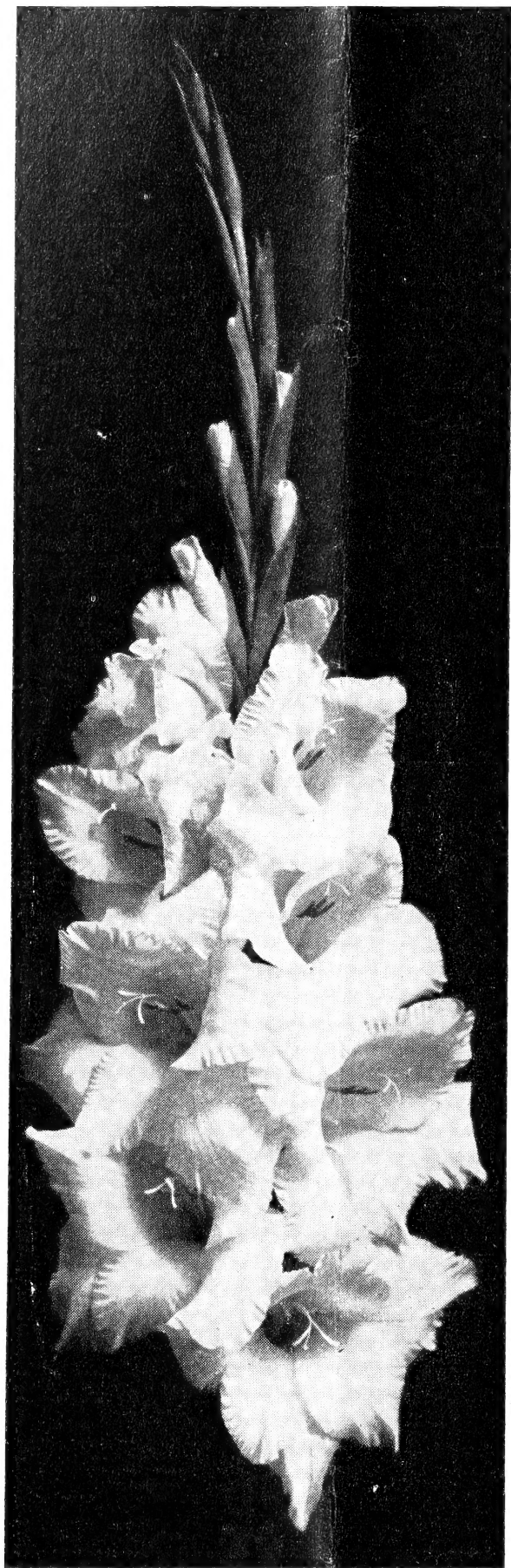
BENGASI

Arrangements with F. X. Graff of Gladmeadow, Freeport, Illinois (new owner of the entire stock) were completed just in time for an insert inclusion in this 1945 list just prior to printing. Fans and growers who saw the air express shipments at some of the major shows need no description of this giant glad. The originator (Mr. Cave) regards it as the successor to Picardy.

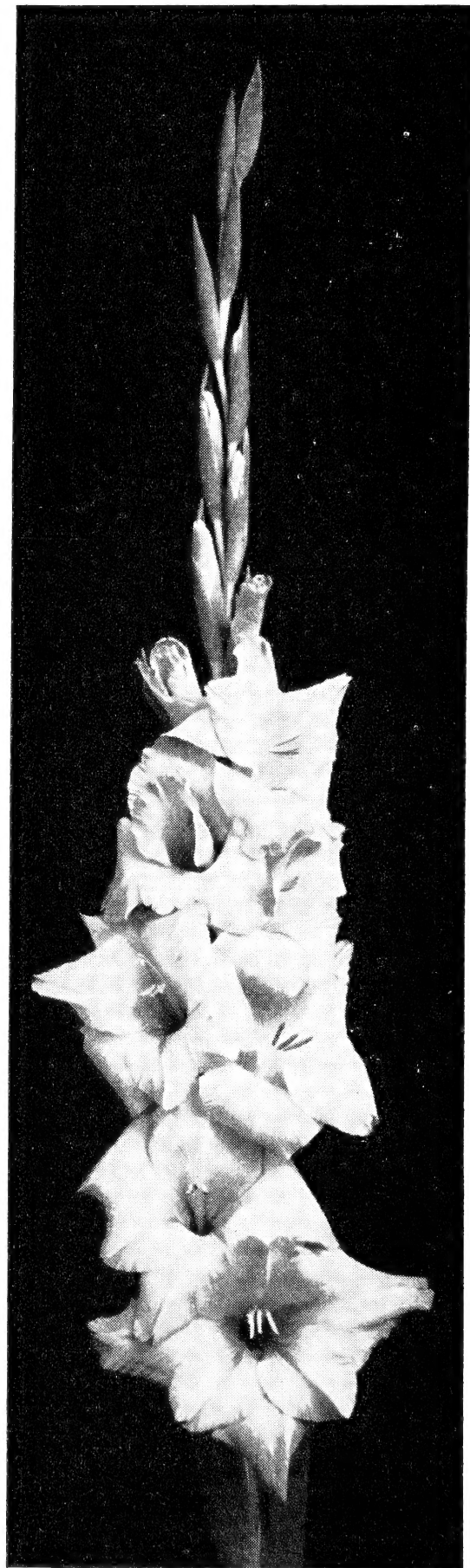
Price—each bulb: Large, \$10.00; Med., \$7.50; Sm., \$5.00



Criterion



Llona



Miss Wisconsin

RETAIL PRICE LIST

Ten bulbs at 8 times the single price;
100 at 8 times the ten price

| | Bulbs each | | | | Bulblets | |
|---------------------------|------------|--------|--------|--------|----------|--------|
| | L | Med. | Sm. | 1 | 10 | 100 |
| Badger Beauty | \$.25 | \$.15 | \$.10 | \$ --- | \$ --- | \$ --- |
| Bonny Jeanne | 2.50 | 2.00 | 1.50 | .25 | 2.00 | 16.00 |
| Burma | 1.50 | 1.00 | .50 | .10 | .80 | --- |
| Cherry Jam | 2.00 | 1.00 | .50 | .20 | 1.60 | 12.00 |
| Connecticut Yankee | 5.00 | 2.50 | --- | .50 | 4.00 | --- |
| Corona | .15 | .10 | .05 | --- | .15 | 1.20 |
| Crinkle Cream | 1.00 | .75 | .50 | --- | 1.00 | 8.00 |
| Criterion | .25 | .20 | .15 | --- | .25 | 2.00 |
| Diane | .15 | .10 | .05 | --- | .15 | 1.20 |
| Elizabeth the Queen | --- | --- | .25 | --- | .40 | 3.20 |
| Ethel Cave Cole | .15 | .10 | .05 | --- | .15 | 1.20 |
| Exemplar | 2.50 | 2.00 | 1.50 | .25 | 2.00 | 16.00 |
| Fair Angel | --- | .25 | .15 | --- | .20 | --- |
| Glamis | .30 | .25 | .20 | --- | .20 | 1.60 |
| Greta Garbo | .15 | .10 | --- | --- | .15 | 1.20 |
| Hoosier Lady | 2.00 | 1.00 | .50 | .20 | 1.60 | 12.00 |
| Intruder | 4.00 | 3.00 | 2.00 | .40 | 3.20 | 25.00 |
| King Bee | .15 | .10 | .05 | --- | .15 | 1.20 |
| Lady Boo | 3.00 | 3.00 | 3.00 | .30 | 2.40 | 18.00 |
| Lady Jane | .15 | .10 | .05 | --- | .15 | .75 |
| Lantana | 1.00 | .60 | .40 | --- | .40 | 3.20 |
| Leading Lady | .60 | .40 | .25 | .10 | .80 | 6.40 |
| Llona | 1.00 | .75 | .50 | .12 | 1.00 | 8.00 |
| Margaret Beaton | .15 | .10 | .05 | --- | .15 | 1.20 |
| Marimba | .40 | .30 | --- | --- | --- | --- |
| Marguerite | --- | .15 | .10 | --- | .20 | 1.60 |
| Master Myron | .20 | .15 | .10 | --- | .20 | 1.60 |
| Miss Wisconsin | 1.00 | .75 | .50 | .12 | 1.00 | 8.00 |
| Oregon Gold | .50 | .35 | .20 | --- | .50 | 4.00 |
| Parnassus | .15 | --- | .05 | --- | .10 | .80 |
| Pink Paragon | .30 | .20 | .15 | --- | .20 | 1.60 |
| Pink Radiance | .20 | .12 | .08 | --- | .15 | 1.00 |
| Purple Supreme | --- | .50 | .12 | .05 | .30 | 1.70 |
| Red Charm | .20 | .12 | .08 | --- | .20 | 1.60 |
| Rose O' Day | --- | --- | .75 | --- | --- | --- |
| Show Queen | .25 | .20 | .15 | --- | .25 | 2.00 |
| Silver Sword | .20 | .15 | .10 | --- | .20 | --- |
| Stoplight | .25 | .20 | .10 | --- | .25 | 1.50 |
| Van Gold | --- | 1.50 | 1.00 | --- | --- | --- |
| Variation | .15 | .10 | .05 | --- | .15 | 1.20 |
| Vulcan | --- | .25 | --- | --- | .25 | 2.00 |
| White Gold | .45 | .25 | .15 | --- | .25 | 2.00 |
| Winston | .25 | .15 | .10 | --- | .25 | 2.00 |

